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LOUISIANA EXPORT GUIDE

HELPING LOUISIANA COMPANIES GO GLOBAL

2009-2010

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U.S. Export Assistance Center

Donald van de Werken, Director
Erin Butler-Mueller, Commercial Officer
Jean Collins, Export Assistance Specialist
Delilah DeSouza, International Trade Specialist
Brie Knox, International Trade Specialist
Hale Boggs Federal Building, Room 1033
500 Poydras Street, New Orleans 70130
Phone: 504-589-6546 • Fax: 504-589-2337
new.orleans.office.box@mail.doc.gov

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The Louisiana District Export Council

As leaders of the Louisiana District Export Council (DEC), we welcome you to the world of exporting. Exports create jobs for Louisianans and new opportunities for our state's entrepreneurs.

Our DEC provides the business people of Louisiana with international trade expertise and educational resources focused on encouraging and supporting exporting. Our members – appointed by the U.S. Secretary of Commerce – represent some of Louisiana's most experienced export executives. They stand ready to advise local companies.

We created the Louisiana Export Guide to help your company compete and win in the international marketplace. Our exporters have a wealth of government and private sector resources available to them, but too few take advantage of this assistance.

This guide is designed to give you a comprehensive overview of federal, state, local, and private sector resources and assistance – everything from help finding international buyers to assistance with financing deals. We've included sections on

logistics, trade finance, small business loans, and more – all written by experts in the field.

The Louisiana Export Guide would not have been possible without our sponsors, whose ads appear throughout this publication. We also are grateful to the staff at the U.S. Export Assistance Center in New Orleans for their commitment to the state's international trade community. The Louisiana District Export Council wishes to thank these important contributors. We also invite you to visit our website at www.ldec.org for more exporting information and links to additional resources.

Sincerely,



Guy Barone



Steve Smith

Editors note – Steve Smith, It Straps On Inc., is Chairman of the District Export Council and Guy Barone, Xenetech Inc., is the Chairman Emeritus.



Guy Barone



Steve Smith

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pgustin@lafayette.org

Ryan N. Gremillion, International Business Director

rgremillion@lafayette.org



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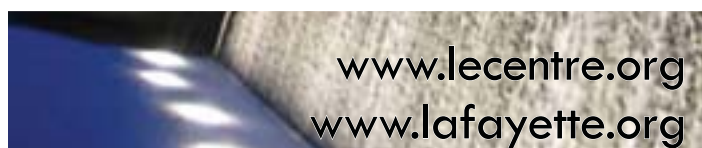
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World Trade: An Engine of Growth for Louisiana

By Eugene J. Schreiber

Exports continue to help fortify the state's economy: 2008 was a record-breaking year for Louisiana's merchandise exports – both Louisiana-originating products and major commingled bulk commodities, such as grain and coal, produced in other states that are shipped abroad from Louisiana's ports and officially recorded as Louisiana exports.

Total export shipments from Louisiana in 2008 had a value of \$41.9 billion, based largely on soaring grain and oil prices in the first three quarters of the year, placing Louisiana ninth among the states in exports in 2008.

This \$41.9 billion of Louisiana exports was a 38 percent increase over 2007, and was the second-largest increase among all states and triple the U.S. overall export growth of 11.9 percent last year. By comparison, in 2004, the year prior to Hurricanes Katrina and Rita, Louisiana's exports were \$19.9 billion. Agricultural products, petroleum and coal, chemicals, processed foods, and machinery ranked as the state's top five



Eugene J. Schreiber

export categories in value in 2008, all of which registered gains of 25% or higher over 2007.

Due to the effects of the global recession and declining agricultural and oil prices, Louisiana's worldwide merchandise exports declined sharply in value in the first half of 2009. Total export shipments for January-June 2009 declined 31.6 percent to \$15.0 billion, compared to the first six months of 2008, while total U.S. exports dropped by 24.6 percent. Nonetheless, even with its lower level of exports for the January-June 2009 period, Louisiana moved up to eighth in the state rankings from ninth for all of 2008.

Louisiana is preparing for the gradual recovery and upturn in global markets and has many worldwide opportunities for the future. The state also has a significant hemispheric advantage. The Mississippi River is truly "The Avenue of the Americas," a magnificent water highway leading to and from the rest of the world, and especially to nearby Latin America.

Last year, of Louisiana's total record exports of \$41.9 billion, 37 percent (\$15.6 billion) were shipped to Mexico, Latin America, and the Caribbean region. Mexico was the number one market for Louisiana exports, while Canada

continued on the next page

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State of Louisiana Exports

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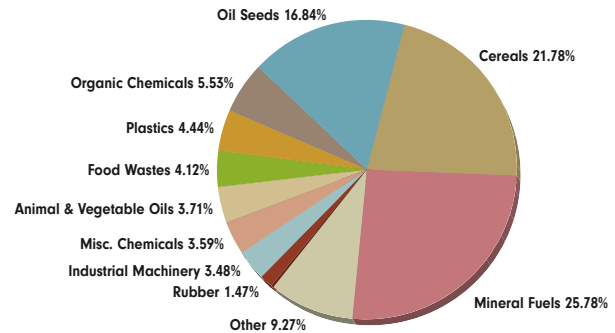
ranked fifth, with both results reflecting the positive trade impact that the North American Free Trade Agreement (NAFTA) has had on Louisiana.

In addition, the U.S.-Dominican Republic/Central American Free Trade Agreement (DR/CAFTA), the U.S.-Chile FTA, the U.S.-Peru FTA, and the pending FTAs in Congress with Colombia and Panama (along with Korea) all offer timely opportunities for Louisiana and its strong hemispheric transportation links to the U.S. heartland. Another potential for the longer-term future is Cuba and the possible further opening of that market to U.S. goods and services.

As further evidence of its commercial advantages with Latin America, a recent detailed analysis of Southeast Louisiana's trade potential from Baton Rouge to the mouth of the Mississippi River concluded that Latin America should be the primary marketing focus. The study, by Booz Allen Hamilton consultants, was commissioned by Greater New Orleans Inc. and the Baton Rouge Area Chamber to determine the best international trade strategy for the region considering all infrastructure assets, such as its port system.

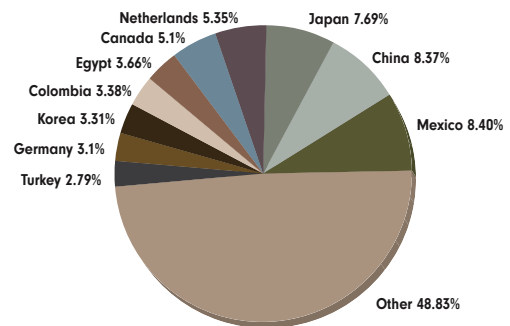
Eugene J. Schreiber is Managing Director of the World Trade Center of New Orleans. He can be reached at 504-529-1601 or by email at eschreiber@wtcno.org. This article was excerpted mainly from Mr. Schreiber's testimony before the Committee on Small Business and Entrepreneurship of the United States Senate during a Field Hearing held in New Orleans on June 30, 2009.

Leading Exports (2008)



Top 10 Louisiana Export Commodities.

Leading Destinations (2008)



Top 10 Destination Countries for Louisiana's Exports.

Source: Wisertrade.org

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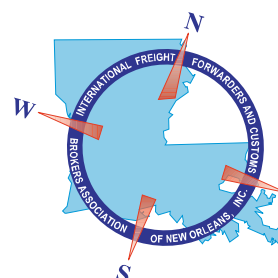
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EXPORT SUCCESS STORY



Southland Printing's Customer Representatives Charles McHenry (left) and Robert Taylor.

Southland Printing Co. Increases Exports, One Ticket at a Time

Odds are that you've used one of the products manufactured by Southland Printing Company of Shreveport, Louisiana. In fact, you may have one in your wallet right now.

Southland prints parking lot tickets that are used in shopping centers, airports, and other parking facilities in more than 40 countries. The company, founded in 1960 with a \$900 bank loan and a single used printing press, now occupies a 12-building complex and employs more than 70 people.

John Manno, who founded the company with his wife Angie, still serves as president of Southland. Creativity and technological advancement have been hallmarks of the company's growth. Southland's employees regularly rebuild and modify standard printing presses to meet its needs. The company's Research and Development Laboratory also offers its clients custom solutions.

"Exports have been a key part of this growth," says Manno. "Southland has gone from a passive exporter to a savvy international business with a broad global customer base, an expanding dealer network, and a growing presence at international trade shows."

One avenue of success for Southland has been the U.S. Commercial Service's Gold Key Service, a "turnkey business trip" in which industry specialists at U.S. embassies identify and pre-qualify potential distributors and buyers, and arrange meetings for visiting Southland executives with the best prospects.

Southland also actively seeks ways to differentiate itself from global competitors. For example, the company offers full service to its customers, handling all paperwork and shipping arrangements. Now, Southland is embarking on an aggressive multi-year international marketing campaign focused on the Western Hemisphere.

"Southland is a great example of how ingenuity and customer service can make a company stand out in global markets," says Erin Butler-Mueller, Commercial Officer at the U.S. Export Assistance Center in New Orleans. "Their success is indicative of the opportunities available to Louisiana companies who develop new markets outside of the USA."

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International Trade Council Red River Region



The International Trade Council serves as an educational resource for the North Louisiana, Southwest Arkansas and Northeast Texas Region's business community, chambers of commerce, port authorities, economic development groups and corporations/individuals interested in promoting international trade. The ITC's purpose is to serve as a resource in originating export initiatives, and to work with all community groups interested in making the area more attractive as a major international trade and distribution center.

Learn more about the ITC online at:

www.itc-rrr.org

A Primer on International Shipping

So you've found a buyer and hammered out the terms of sale. Congratulations! But one question remains: How do you get your goods to the international buyer?

Shipping and documentation are the final stage of the export process. As with marketing and finance, you'll want to assemble a team of experts to help you.

One of the key members of this team will be a freight forwarder. A freight forwarder acts as your agent for the movement of cargo overseas – in addition to advising you on foreign import regulations and documentation, they advise you on packing, insurance, and labeling requirements, help you find the most cost-effective way to transport your cargo (sea, air, train, or truck), and reserve space for your shipment.

Some forwarders also act as customs brokers, ensuring that shipments comply with customs documentation regulations at overseas points of entry.

When pricing a shipment, be sure to figure in the costs of freight forwarding service to any international price quotes.

EXPORT SUCCESS STORY

It Straps On Grows Thanks to Dramatic Increase in Exports

It Straps On, a small Covington, Louisiana manufacturer, has fueled its growth during the past decade by expanding overseas. In 2008, nearly 28% of the company's total sales volume came from exports – compared to just 4% in 2001.

The company's products – stainless steel banding, mounting brackets, and closure devices – are utilized in a variety of industries. Company founder Steve Smith relocated to Louisiana after a long career in industrial sales. Since its formation in 1994, It Straps On has grown from two to 14 employees.

Initially focused exclusively on the domestic market, It Straps On has successfully leveraged federal government programs from the U.S. Commerce Department and Ex-Im Bank. Today, the company has customers in 21 countries worldwide.

It Straps On has taken advantage of numerous Commercial Service programs, including the Gold Key Service, International Partner Search, Commercial News USA, market research, trade missions, and counseling services.

"We actively seek partners in new international markets," says Smith. "And we look for innovative market entry strategies, such as partnering with a Black Empowerment Enterprise in South Africa."

Smith is the incoming chairman of the Louisiana District Export Council and, in 2006, was asked to join the state's Industrial Advisory Board. He also has been a featured speaker at "Exporting the Right Way," an annual educational program developed by the Louisiana Association of Business and Industry. Through his efforts, other Louisiana companies have accessed government export assistance services.



Contact several forwarders initially. Some companies specialize in particular regions or product types. Getting a range of quotes will help you choose one best suited to your needs.

A basic knowledge of key shipping issues and terms will help you work effectively with your forwarder. These include Incoterms, export documentation, and the harmonized tariff system. Incoterms are a set of 13 standard international sales terms, designated by three-letter abbreviations, used to divide transaction costs and responsibilities, such as payment of cargo insurance and freight, between buyer and seller. Common terms include CIF (Cost, Insurance, and Freight) and FOB (Free on Board).

Less experienced exporters may wish to stick with terms that limit their responsibilities, such as EXW (Ex Works, in which the seller simply places the goods at the disposal of the buyer at the seller's factory, loading dock, etc. The buyer, or their agent, assumes all responsibilities and costs for transporting and insuring the goods from that point.) But as you get more comfortable, your flexibility with regard to terms of sale can become an important competitive advantage. A list of Incoterms is available online at www.export.gov.

Having documentation in order is crucial to making your shipment move smoothly and quickly to your buyer. Shipping documentation is used to determine tariff rates, track the movement of goods, and much more. Common documents include the Shipper's Export Declaration, invoices, packing lists, and certificates of origin, but requirements vary depending on the product you're shipping and where it's going. Read more on common documents and how they work online.

To complete this documentation, and to determine what tariff rates your product is subject to, you'll need to be familiar with the Harmonized Tariff System (HTS). The HTS assigns a six-digit number to each product that is traded internationally. Each country can assign four additional numbers, making the entire number 10 digits. The United States does this with its Schedule B system administered by the U.S. Census Bureau.

To find your product's code, use the Census Bureau's free online tool, the Schedule B Search Engine, accessible online.

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The Export-Import Bank of the United States (Ex-Im Bank) is an independent agency of the federal government. Its mission is to create and maintain jobs through exports. It does so by assisting in financing the export of U.S. goods and services by U.S. companies to foreign buyers in developing markets around the world.

The bank's products include short- and medium-term export credit insurance, working capital loan guarantees for U.S. exporters, and/or loan guarantees and direct loans for foreign buyers of U.S. goods and services.

The Ex-Im Bank's working capital financing enables U.S. exporters to obtain loans that facilitate the export of goods or services. Working capital loans, made by commercial lenders and backed by Ex-Im Bank's guarantee, provide exporters with the liquidity to accept new business, grow international sales and compete more effectively in the international marketplace.

Export credit insurance allows exporters to increase export sales by mitigating political and commercial credit risk, while offering credit terms to credible international buyers.

Ex-Im Bank also can assist exporters by guaranteeing term financing to creditworthy international buyers, both private and public sector, dedicated to the purchase of U.S. goods and services. With the Ex-Im Bank's loan guarantee, international buyers are able to obtain competitive term financing from

lenders when financing is otherwise not available.

For a list of the commercial banks in Louisiana that provide international trade finance, see the Ex-Im Bank's Lender Referral List, online at www.exim.gov

Ex-Im Bank enables U.S. companies – large and small – to turn export opportunities into real sales that help to maintain and create U.S. jobs and contribute to a stronger national economy. Ex-Im Bank does not compete with private sector lenders, but provides export financing products that fill gaps in trade financing. The bank assumes credit and country risks that the private sector is unable or unwilling to accept. It also helps to level the playing field for U.S. exporters by matching the financing that other governments provide to their exporters.

Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; loan guarantees and direct loans (buyer financing). No transaction is too large or too small. On average, 85% of the bank's transactions directly benefit U.S. small businesses.

With more than 70 years of experience, Ex-Im Bank has supported more than \$400 billion of U.S. exports, primarily to developing markets worldwide.

More information is available online at www.exim.gov, by contacting Mr. Kelly Kemp at the Ex-Im Bank, 214-551-4959, or by contacting J. Maxime Roy Inc., 337-235-7548.



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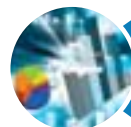
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Tools To Minimize Risk and Increase Sales

By Luis Carlos Garza

Many successful Louisiana companies have thought about exporting but hesitate for fear of the unknown. The fact is exports offer tremendous upside by dramatically expanding your universe of potential buyers, and very little downside so long as you manage the associated risks. The good news is that local Louisiana banks have all the resources you need to collect on your international sales so that you can concentrate on your business at home.

While each industry is different, for most companies an important decision to be made is what sort of payment terms



Luis Carlos Garza

to offer foreign buyers in order to maintain a competitive edge while minimizing the risk of ending up with a bad foreign receivable. Traditionally, there are four basic variations of payment terms described below. The right mix for your company will depend on many factors and will vary by customer and even by transaction in some cases.

1. Cash-in-Advance (no credit risk, but reduced sales potential):

By requiring payment prior to shipment, exporters avoid credit risk. But for the buyer, risk increases substantially, especially if dealing with a new business relationship. Just as exporters are concerned about non-payment, buyers are concerned about non-performance, product quality, and cash flow. As a result, companies that limit their sales to cash-in-advance terms are likely to find themselves losing sales to competitors.

2. Documentary Letters of Credit (limited credit risk and more buyer protection):

A documentary letter of credit (L/C) is a more secure payment method available to exporters, which also protects the interests of the buyer. An L/C allows you to use your local bank as an intermediary in the collection process. An L/C also allows you to tailor payment and performance terms for each transaction so that you can fine-tune your sales offers for each buyer. Once agreed upon between buyer and seller, the terms of the letter of credit are what banks review to ensure payment to a seller that has performed accordingly. A letter of credit can be "advised" (you take the risk of the foreign bank) or "confirmed" (your local Louisiana bank commits to paying you). L/Cs are also a good option in countries with foreign exchange controls because the buyer's bank ensures availability of U.S. dollars to pay you.

3. Documentary Collections and Drafts (increased credit risk, but with structured terms):

A documentary collection (D/C) is similar to an L/C in that some terms can be tailored for each transaction and your local Louisiana bank may act as an intermediary in the collection process. But, unlike an L/C, a D/C is not guaranteed either by your bank or the buyer's bank, leaving you exposed to buyer credit risk. D/Cs do give some credit protection in that your collection is more structured and title transfer is contingent upon payment. Like L/Cs, D/Cs also help reduce some country risk factors.

4. Open Account (seller assumes all risks):

In an open account transaction, goods are shipped and delivered before payment is due. While most favorable to the buyer, this option represents the highest risk for an exporter. This method offers no buyer credit protection and increases

continued on page 18

EXPORT SUCCESS STORY

International Export Sales Leverages Federal Resources

Wilma Castro got her start in the export business 20 years ago marketing chemical products from her native Honduras to the U.S. and Europe.

After relocating to the United States and working for several different firms, she decided to start her own company. So, in 2000, she formed International Export Sales LLC.

Today, Wilma and her five employees sell U.S. manufactured supermarket equipment throughout Latin America and the Caribbean. The company offers its customers everything from shopping carts to freezer display units. International Export Sales maintains customer relationships with over 200 international clients, such as supermarket chains, distributors, bakeries, hotels, and convenience stores.

"Customer service is the cornerstone of our business," says Castro. In fact, improving customer service motivated her to work with the Ex-Im Bank in order to extend better credit terms to prospective buyers. Now, International Export Sales has an export credit insurance policy with Ex-Im that allows it to offer open account terms to its best international customers – and limit the risk to their small company.

"In today's global economy, deals can be won and lost because of financing," says Castro. "International Export Sales has seen an increase in sales because of this competitive advantage. For example, just a few months ago we won a major sale in Honduras with the help of Ex-Im credit insurance."

"International Export Sales has found a terrific niche," says Erin Butler-Mueller, Commercial Officer at the U.S. Export Assistance Center in New Orleans. "It shows that you don't have to be large to be successful in global markets."

SBA Provides Credit Lines and Working Capital

By Richard Schulze

Since most banks in the U.S. do not lend against export orders, export receivables or letters of credit, it can be difficult for some small businesses that export to obtain the working capital they need to support their international sales. That is where a Small Business Administration (SBA) program can make the difference. The SBA provides lenders with up to a 90% guaranty on export loans as a credit enhancement, so that participating banks will make export loans that make the necessary export financing available.

The SBA delivers its export loan program through a network of SBA Senior International Credit Officers co-located with U.S. Commercial Service U.S. Export Assistance Centers throughout the country. These officers understand trade finance and are available to explain SBA's export lending programs. They also can help with the application process, filling out forms, and guiding exporters in selecting appropriate payment methods. Two popular SBA programs are Export Express and Export Working Capital.

The SBA Export Express program provides exporters and lenders a streamlined method to obtain SBA-backed financing for loans and lines of credit up to \$250,000. Lenders use their own credit decision process and loan documentation; exporters get access to their funds faster. The SBA provides an expedited

eligibility review and provides a response in less than 24 hours.

SBA's Export Working Capital Program (EWCP) loans are targeted for businesses that need additional working capital to support their export sales. SBA's aim for the EWCP program is to ensure that qualified small business exporters do not lose viable export sales due to a lack of working capital. EWCP loans are used for transaction financing. For example, EWCP loans will support 100% of supplier costs for an export transaction. The EWCP loans can also be used to even out cash flow when exporters have negotiated longer sales terms and cannot carry the resulting receivables with their own working capital. The EWCP loan can be a short-term loan for a single contract or in the form of a line of credit that supports ongoing export sales for a period of 12 months.

Richard Schulze is the Small Business Administration Regional Manager for the International Trade Program, and can be reached at 817-310-3749, or at Richard.Schulze@SBA.gov. More information about SBA export programs is available online at www.sba.gov



Richard A. Schulze

Bilco Tools supplies the oil industry with conventional and CRA tubular handling tools such as single- and multi-string automatic spider & elevators. The company decided to offer a new dual spider & elevator with 9 1/2" centers for running 3 1/2" x 3 1/2" pipe. This allows the tongs to go in between the pipe without spreading it. They also have a new sliding spider that can run pipe sizes up to 5 1/2" x 5 1/2" when running duals larger than 3 1/2".

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Please visit www.bilcotools.com to see additional tools, many of which are patented. Bilco has been in business since 1978 and is one of Louisiana's leading exporters in the oil field industry.



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Export Marketing Programs from the U.S. Commercial Service and Other Federal Agencies

How can a new exporter go about finding the 95% of the world's consumers living outside the U.S? The New Orleans U.S. Export Assistance Center, operated by the U.S. Commercial Service, provides Louisiana exporters with many ways to promote their products and services, find international buyers, and overcome the challenges of international marketing.

The U.S. Commercial Service, a division of the U.S. Department of Commerce, has numerous programs aimed at helping U.S. companies market their products and services overseas. U.S. Commercial Service staff, who are located in more than 80 foreign countries and throughout the United States, provide key insight to U.S. companies through market research, industry insight reports, best prospect reports, and A-Z export counseling. Working one-on-one with U.S.

EXPORT SUCCESS STORY

Express Oilfield Finds Representative at Trade Show

Express Oilfield Supply Inc., a New Orleans manufacturer and reseller of pump systems and related oilfield equipment, recently signed a new representative in Mexico.

In 2008, Claudio Merkins, president of the company, traveled to Villahermosa, Mexico as a member of the Louisiana trade delegation to participate in the Petroleum Exhibition and Conference of Mexico (PECOM), an annual oil and gas trade show.

The trade mission and program were organized by Delilah DeSouza, an International Trade Specialist with the New Orleans Export Assistance Center, in conjunction with Le Centre International de Lafayette. The U.S. Commercial Service in Mexico City provided additional support.

"An important part of the program prior to the trade show was a day trip and tour of Petróleos Mexicanos (PEMEX) facilities where companies were briefed on current PEMEX activities and future plans," said DeSouza. "A special networking dinner and business to business meetings with local companies was coordinated for the trade mission participants through the Tabasco Trade Office and hosted by the Villahermosa Mayor's office."

Other benefits enjoyed by companies participating in the trade mission included the shared booth space at the exhibition, local transportation, group hotel rates, pre-registration, marketing and promotion prior to the show and assistance during the trade show.

According to Merkins, "the connections we made during the Commercial Service-organized program were invaluable and introduced us to key companies in the area, as well as connected us with a Mexican representative for future equipment sales."



Staff at the New Orleans U.S. Export Assistance Center, from left; Jonathan Temple, Business Development Specialist, Minority Business Development Agency; Brie Knox, International Trade Specialist; Delilah DeSouza, International Trade Specialist; Erin Butler-Mueller, Commercial Officer; Jean Collins, Export Assistance Specialist; and Donald van de Werken, Director.

businesspeople, these staff will identify the federal programs and services that best meet their export objectives. Some of these services require modest fees, in accordance with the agency's cost-recovery mandate.

For a company looking to gauge demand in a range of foreign markets, the U.S. Commercial Service offers both traditional and online product catalogues. Commercial News USA is a magazine-style publication circulated to foreign buyers through U.S. Embassies around the world. U.S. companies can advertise their products and services in the magazine to reach a broad network of potential customers. Companies who prefer to use online listings to drive traffic to their Web sites can post their information on U.S. Commercial Service Web sites around the world.

Once a company is interested in pursuing business in a promising market, the U.S. Commercial Service can do the legwork, saving time and money. Industry specialists in U.S. Embassies overseas will research potential agents, distributors or other strategic partners and arrange meetings with the best prospects for visiting U.S. executives. They'll even help with interpretation, transportation, and more – with the Gold Key Service, which is a turn-key sales trip. For a company not yet ready to travel, the Embassy can also provide the results of its research in an International Partner Search report, complete with full contact information for each foreign contact.

U.S. companies can increase their brand awareness and market exposure around the world by participating in a range of profile-building activities, such as international trade fairs, catalog shows, and trade missions. And without leaving the country, business people can meet with U.S.

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Commercial Service industry specialists and vetted foreignbuyers attending U.S. trade shows and other events, and respond to international trade leads. Finally, the New Orleans U.S. Export Assistance Center, along with local partners, regularly hold seminars, webinars, and workshops offering practical exporting advice and access to key contacts.

Other federal agencies provide complementary services. Read more about the Export-Import Bank, Small Business Administration, and the non-profit SUSTA elsewhere in this guide. To learn more about the U.S. Department of State, which provides country information and services for U.S. citizens traveling or working abroad, or the Foreign Agricultural Service, a USDA agency that works to improve foreign market access for U.S. products, visit their Web sites (listed in the Resource section at the end of the guide).

There is a wide world of business opportunities out there – let the U.S. Commercial Service and its partners help you open the door to new markets.

Information about these and the many other services available to U.S. companies can be found on the official website of the U.S. Commercial Service, www.export.gov, or by contacting an International Trade Specialist at the New Orleans Export Assistance Center, 504-589-6546.



Export Counseling and Assistance

International Trade Specialists from the U.S. Export Assistance Center in New Orleans will work with your company to offer you a unique link to overseas market information, contacts, and trade expertise. In addition, the center works closely with an array of experienced international business partners, including other federal export agencies, state and local organizations, and private sector partners.

Through this network, we can provide:

- ▶ Export finance counseling
- ▶ Market research
- ▶ Trade contacts
- ▶ Trade promotion events and programs
- ▶ Advocacy on international contracts
- ▶ Info on export documentation and licensing



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SUSTA Promotes Southern U.S. Agriculture Worldwide

More than 95 percent of the world's market for food and beverages is outside the United States. The Southern United States Trade Association (SUSTA) is dedicated to helping Southern companies export high-value U.S. food and agricultural products. SUSTA offers programs to assist small-to medium-sized exporters of products ranging from crabs and crawfish to hot pepper sauce and pecans.

SUSTA offers many low-cost, low-risk opportunities for suppliers to promote their products internationally through trade shows, in-store promotions, and missions to meet one-on-one with foreign buyers. With these industry events, companies receive help with details and planning and are able to explore new market opportunities firsthand throughout the year.

The organization also offers a cost-sharing reimbursement program designed to help small companies promote brand-name products in foreign markets. SUSTA can reimburse eligible companies up to half the costs of advertising, exhibiting at international trade shows, and other international marketing expenses.

SUSTA's Minority Export Training program provides one-on-one training for new-to-export growers and processors that want to develop an international business plan. Our trainers walk companies through each step of the export process,

"SUSTA offers programs to assist small to medium-sized exporters..."

including how to market their product overseas, research potential markets, locate interested buyers, and ship products.

In addition to these programs, SUSTA offers free resources including trade leads, information about exporting, and the latest news about markets and industry events worldwide. Southern U.S. suppliers can register for a free listing in our online Directory of Exporters, which makes it easy for foreign buyers to find products from our region. Companies can register at www.susta.org/mysusta to be included in the directory and sign up for our bimonthly newsletter and monthly email updates.

SUSTA is a non-profit trade development association comprised of the Departments of Agriculture of the 15 southern states and the Commonwealth of Puerto Rico. Since 1973, our programs and services have assisted exporters of high-value food and agricultural products. SUSTA is funded by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS), our member states and private companies.

Bringing Southern U.S. Agriculture to the World

Whether you are a producer of seafood, plant and nursery stock, or delicious Southern sauces and spices, SUSTA can help you take your product global.

We offer a spectrum of programs and resources to assist companies, whether they are just starting out in the global marketplace or are experienced exporters. Many companies take advantage of our one-on-one export readiness training and then take part in some of the dozens of trade shows and buyer missions we conduct around the world. We offer direct financial support for businesses seeking to stretch their international marketing budgets for advertising, trade shows, labeling and other promotions in foreign markets.

SUSTA is a non-profit export development organization aimed at expanding international markets for food and agricultural products from the southern United States. To learn more about how we can help your export efforts, contact us:



Southern United States Trade Association
701 Poydras Street, Suite 3725
New Orleans, LA 70139

Phone: 504-568-5986 • Fax: 504-568-6010 • Email: susta@susta.org
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exposure to country risk factors, such as foreign exchange controls.

Striking the right balance between these payment methods and fine-tuning your foreign receivables strategy, so that sales potential is maximized while maintaining acceptable risk levels, is often the hallmark of the successful exporter. Bottom line, Louisiana companies of all sizes and in all industries can quickly become successful Louisiana exporters by leveraging the resources of your local bank and the many resources made available to you by our federal government. Take the first step by contacting your local bank or the U.S. Export Assistance Center in New Orleans.

Striking the right balance between these payment methods and fine-tuning your foreign receivables strategy, so that sales potential is maximized while maintaining acceptable risk levels, is often the hallmark of the successful exporter.

To learn how to become more competitive in international sales, increase your cash flows, and mitigate your risks of non-payment, contact the international division of your local bank or Luis Carlos Garza, Senior Vice President, International Banks at Whitney Bank: 504-586-3521 or Lgarza@whitneybank.com

Propeller Club

Members of the Propeller Club of the United States represent every aspect of the maritime industry and reside throughout the United States and the world.

The Propeller Club – Port of New Orleans membership is composed of a comprehensive representation of the marine industry core companies in the greater New Orleans area - from marine supply and marine surveyors to naval architects and marine engineers; from shipping companies to port administrators; from towing companies to chemical and petroleum companies.

To learn more about membership please contact us.

Propeller Club of the United States, Port of New Orleans
1908 Clearview Pkwy. • Suite 203 • Metairie, LA 70001

E: propclubnola@bellsouth.net

P: 504-779-5671 • F: 504-779-5670

www.propclubnola.org

Business Assistance for Minority Entrepreneurs

The Minority Business Development Agency (MBDA) is part of the U.S. Department of Commerce. MBDA is the only federal agency created specifically to foster the establishment and growth of minority-owned businesses in America.

MBDA is an entrepreneurially focused and innovative organization committed to wealth creation in minority communities. The agency's mission is to actively promote the growth and competitiveness of large, medium and small minority business enterprises (MBEs). MBDA actively coordinates and leverages public and private-sector resources that facilitate strategic alliances in support of its mission. The agency's vision is to function as an entrepreneurial organization serving entrepreneurs. The mission is to enhance the growth and expansion of minority business enterprises.

MBDA provides funding for a network of Minority Business Development Centers (MBDCs), Native American Business Development Centers (NABDCs), and Business Resource Centers (BRCs) located throughout the nation. The centers provide minority entrepreneurs with one-on-one assistance in writing business plans, marketing, management and technical assistance, and financial planning to assure adequate financing for business ventures. These offices are staffed by business specialists who have the knowledge and practical experience needed to run successful and profitable businesses.

More information about the MBDA is available by contacting Jonathan Temple, MBDA Business Development Specialist, New Orleans Office, 504-655-2173, jtemple@mbda.gov


EXPORT SUCCESS STORY

Reliable Industries Utilizes Bank Insurance and Lines of Credit

Reliable Industries Inc., located in Metairie, Louisiana, has served the mining, marine, construction and power generation industries for the past 26 years. With only 35 employees, the company serves 1,100 customers in more than 40 countries.

Reliable Industries has had an export credit insurance policy since 2002 and also uses the Ex-Im Bank Working Capital Guarantee program via JPMorgan Chase, a local Ex-Im Bank delegated authority lender. Using these financing tools to mitigate risk, along with support from the U.S. Commercial Service, Reliable has successfully completed numerous export sales in South America, the Caribbean, Russia and Africa.

According to Mike Rongey, president of Reliable Industries: "During these challenging economic times, the use of Ex-Im Bank Insurance and Working Capital Lines of Credit have made a tremendous difference in helping to secure new international business."



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EXPORT SUCCESS STORY

OCRI Expands Overseas

Oil Center Research International LLC (OCRI), a small, privately owned company headquartered in Lafayette, is a Louisiana export success story. Today, exports represent 100% of the company's business.

OCRI was launched in 1997 to focus on international sales for a preexisting product line that the parent company, Oil Center Research, sold primarily along the Gulf coast of the U.S. The company sells more than 1,000 products, including lubricants, coatings and detergents. OCRI's products are used in the industrial, automotive, marine and fishing, petrochemical, agricultural, medical and nuclear power industries.

OCRI has developed several new products specifically for overseas markets or to address the needs of its foreign customers. The company is recognized worldwide as a leading manufacturer of specialty lubricants, sealants, pump and valve packings, thread compounds, tool joint and drill collar compounds and other specialty greases, oils and coatings such as Liquid-O-Ring® for the oil and gas industry.

With the assistance of the U.S. Export Assistance Center in New Orleans, OCRI has systematically expanded into new export markets. The company has utilized a mix of Commercial Service programs, including the Gold Key Service, International Partner Search, market research and trade leads. OCRI also regularly participates in overseas catalog shows and foreign trade missions, as well as attending trade shows and events abroad.



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Tel: 337-491-1201
Fax: 337-491-1206
Email: rroach@cityoflc.us
www.cityoflakecharles.com

Entergy Corporation

Shelley MacNary
Director of Economic Development
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Fax: 504-527-6970
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www.gnoinc.org

Jefferson Parish Economic Development Commission (JEDCO)

Dottie Stephenson
Deputy Director - Business Outreach
3445 N. Causeway Blvd., Suite 300
Metairie, LA 70002
Tel: 504-833-1881
Fax: 504-833-7676 • 800-816-3113
Email: dstephenson@jedco.org
www.jedco.org

Lafayette Economic Development Authority

Gregg Gothreaux, President & CEO
211 East Devalcourt Street
Lafayette, LA 70506
Tel: 337-593-1416 • 800-810-7771
Fax: 337-234-3009
Email: gregg@lafayette.org
www.lafayette.org

Le Centre International de Lafayette

(International Trade Center of Lafayette)
Philippe Gustin
International Trade Manager
735 Jefferson Street
Lafayette, LA 70501
Tel: 337-291-5474
Fax: 337-291-5480
Email: pgustin@lafayettegov.net
www.lecentre.org

Louisiana Economic Development

State of Louisiana
Larry Collins, Dir. of International Trade
P.O. Box 94185
Baton Rouge, LA 70804-9185
Tel: 225-342-4323
Fax: 225-342-5389
Email: lcollins@la.gov
www.led.state.la.us

Louisiana Economic Development

Stephen Moret, Secretary
P.O. Box 94185
Baton Rouge, LA 70804-9185
Tel: 225-342-5388 • 800-450-8115
Fax: 225-342-9095
Email: allison.gilmore@la.gov
www.led.state.la.us

New Orleans Metropolitan Convention and Visitors Bureau, Inc. (NOMCVB)

J. Stephen Perry, President
2020 St. Charles Avenue
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504-566-5011 (Main)
Fax: 504-566-5087
Email: sperry@neworleanscvb.com
www.neworleanscvb.com

South Central Industrial Association (SCIA)

Jane Arnette, Director
P.O. Box 2143, Houma, LA 70361
Tel: 985-851-2201
Fax: 985-851-2202
Email: scindustrial@bellsouth.net
www.sciaonline.net

South Louisiana Economic Council (SLEC)

Vic Lafont, Executive Director
P.O. Box 2048-NSU
Thibodaux, LA 70310
Tel: 985-448-4485
Fax: 985-448-4486
Email: vick.lafont@nicholls.edu
www.bayouregion.com

Southwest Louisiana Economic Development Alliance

George A. Swift, President/CEO
120 West Pujo Street
Lake Charles, LA 70602
Tel: 337-433-3632
Fax: 337-436-3632
Email: gswift@allianceswla.org
Website: www.chamberswla.org

Terrebonne Economic Development Authority (TEDA)

Michael Ferdinand, CEO
319 Roussell St. Houma, LA 70360
(P.O. Box 3209, Houma, LA 70361)
Tel: 985-873-6890
Fax: 985-873-6815
Email: mferdinand@tpeda.org
Website: www.tpeda.org

Trade Associations & Organizations

Gulf States Maritime Association

Sean M. Duffy, President & CEO
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Metairie, LA 70002
Tel: 504-833-4190
Fax: 504-833-4191
Email: sduffy@gsma.us
www.gsma.us

Hispanic Chamber of Commerce of Louisiana, Inc.

Darlene A. Kattan, Executive Director
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Fax: 504-887-5422
Email: dkattan@hccl.biz
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Louisiana Maritime International Chamber of Commerce

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New Orleans Board of Trade Ltd.

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Propeller Club Port of New Orleans

Cathy Vienne, Executive Director
1908 Clearview Parkway, Suite 203
Metairie, LA 70001
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Fax: 504-779-5670
Email: propclubnola@bellsouth.net
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Southern U.S. Trade Association (SUSTA)

Jerry Hingle, Executive Director
701 Poydras Street, Suite 3725
New Orleans, LA 70139
Tel: 504-568-5986
Fax: 504-568-6010
Email: jerry@susta.org
www.susta.org

Traffic & Transportation Club of Greater New Orleans

Flo Cannon, President
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Fax: 504-433-3365
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www.ttcgno.com

World Trade Center of New Orleans

Eugene J. Schreiber, Managing Director
2 Canal Street, Suite 2900
New Orleans, LA 70130
Tel: 504-529-1601
Fax: 504-529-1691
Email: eschreiber@wtcno.org
www.wtcno.org

World Trade Club of Greater New Orleans

Cathy Vienne, Executive Director
1908 Clearview Parkway, Suite 203
Metairie, LA 70001
Tel: 504-779-5671
Fax: 504-779-5670
Email: wtcofgno@bellsouth.net
www.wtcgno.org

U.S. Government Agencies

Bureau of Customs & Border Protection

Robert Gomez
Director of Field Operations
1515 Poydras Street, Suite 880
New Orleans, LA 70112
Tel: 504-670-2404
Fax: 504-670-2286
Email: robert.gomez@dhs.gov
www.cpb.com

Department of Agriculture, APHIS, PPQ & Phytosanitary Exports

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Department of Homeland Security & Border Protection Vessel & Container Arrivals

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continued on the next page



Framework for a Successful International Trade Location

- 1) *Ex-Im Bank Partnership Community*
- 2) *FTZ Subzone Designations*
- 3) *Affordable Cargo Transportation*
- 4) *Access to Export Training & Assistance*
- 5) *LOCATION! LOCATION! LOCATION!*

The key items for a successful international trade location can be found in **Houma-Terrebonne, Louisiana**. Its location as a jumping-off-point to the Gulf of Mexico and the World connects to the US mainland by the convergence of the Gulf Intracoastal Waterway and the Houma Navigation Canal. For more information contact Michael Ferdinand, CEO, at (866) 469-5974 or mferdinand@tpeda.org.



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Federal Maritime Commission

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Natalie A. Guidry
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Donald C. van de Werken, Director
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